

100-111111 COPY ORIGINAL

Ann B. Vose
1742 Candi Lane
N. Mankato, MN 56003

March 26, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N. W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CD Docket No. 97-55, FCC 97-34

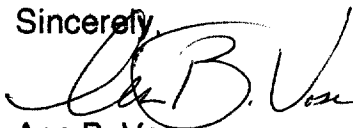
I am writing on behalf of the National PTA and the Hoover School PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen doesn't provide sufficient content information so parents can make decisions about what is appropriate TV programming for their children. From parents who I have spoken to there is a preference to know about the content of programs. We as parents do not want the TV industry to decide what is best for our children. Based on content information about programs parents want to be able to make TV viewing choices. Rating systems should include content descriptions on the screen and in publicized TV schedules.

By law the FCC is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system.

Please consider the following ideas for the rating system. Content is very important to parents-specifically, parents want to know when TV programs will include violence, sexual depiction/nudity, and vulgar language. Require that a V-chip band be broad enough to allow parents to receive more than one rating system. The rating icon should be placed more prominently on the TV screen. The rating board should include parents and be independent of the industry. Finally, the FCC rating system should be evaluated by independent research to see if it meets the needs of parents, like myself.

Thank you for your consideration on this most important issue.

Sincerely,



Ann B. Vose
Hoover School PTA President

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Lee

The North Carolina
Extension Homemakers Association, Inc.

February 1997

COPIED FROM ORIGINAL

The Honorable Reed Hunt
Federal Communications Commission
1919 M Street, NW
Washington, D.C. 20554

Commissioner Hunt :

We are writing to urge the Federal Communications Commission to hold a public hearing as part of its review of the television industry's rating system.

The National Association for Family and Community Education and its affiliate, North Carolina Extension Homemakers Association, are grass-roots organizations which have been actively involved in family issues for the past 60 years. We are concerned that the family issue of the recently implemented television rating system does not address the needs of parents.

The questions generated by the current age-based television rating system deserve a public hearing. We urge you to hold such a hearing soon on this issue which is so important to families in America today.

Sincerely,

Mrs Dorothy M. Irby

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March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

CONFIDENTIAL

Dear Chairman Hundt and Commissioners;

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Enoch Elementary PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient contents information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of the programs were conducted by the National PTA, *U.S. News and World Report*, and by the Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and in publicized periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not beleive this system does so and ask that the FCC not approve the industry rating system. Instead I request the following;

- ** That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for Violence), S (for sexual depiction or nudity), and L (for Language);
- ** That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- ** That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- ** That the rating board be independent of the industry and the FCC and that it include parents; and
- ** That any rating system by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank You for this opportunity to comment on an issue so important to children and families.

Sincerely,

Leonard and Doran Bales
Enoch, Utah

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SAMPLE LETTER TO THE FCC

Your letter must be received by April 8, 1997

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

CONFIDENTIAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am (we are) writing on behalf of the National PTA and the OAK HILLS LOCAL PTA (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Your Name
Town, State

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1

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners;

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Enoch Elementary PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient contents information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of the programs were conducted by the National PTA, *U.S. News and World Report*, and by the Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and in publicized periodicals that carry TV scheduling is useless.

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- ** That the rating board be independent of the industry and the FCC and that it include parents; and
- ** That any rating system by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank You for this opportunity to comment on an issue so important to children and families.

Sincerely,



Enoch, Utah

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March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N. W., Room 222
Washington, DC 20554

DO NOT WRITE IN THESE SPACES

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97 - 55, FCC 97 - 34

I am writing on behalf of the National PTA and the Robert D. Wilson PTA, Inc. to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U. S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents, and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

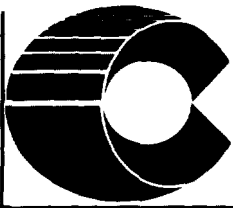
Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Helen M. Bridges
Waymart, Pa.

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Coalition of Concerned Citizens

P.O. Box 10272 • Peoria, IL 61612-0272 • Ph. (309) 676-1009 • FAX: (309) 676-1009
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March 26, 1997

Office of the Secretary
Federal Communications Commission
1919 M. St. NW Room 22
Washington, DC 20554
Attn: CS Docket No. 97-55

Dear Sir,

The *Coalition of Concerned Citizens* is a local organization in Peoria, Illinois, that advocates family values. Our Mission Statement is to protect, defend, promote and reclaim traditional American family values which are essential to the moral fabric of our community. We have a mailing list of over 5,000. The enclosed newsletter will provide additional information about the organization.

We strongly feel that the values of Hollywood are not the values of most American families. Therefore, the CCC feels that the television rating system should be specific in its description of content-- such as profanity, violence, and sexual material. Also, all networks should use the same system, not develop their own.

Thank you for your consideration of our viewpoint.

Sincerely,

Robert Ulrich
Secretary

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March 21, 1997

Chairman Reed Hundt and FCC Commissioners
c/o FCC
1919 M Street N.W. Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners

RE: CS Docket No. 97-55, FCC 97-34

I have not been happy with the current t.v. rating system. As a parent, I find that it does not give me enough information about the program to discern whether the material is appropriate for my children.

I concur with the National PTA and the other studies that have been conducted that we need a rating system that tells whether there is violence, nudity, or adult language within a program.

Please do not approve the current rating system. Instead require that the industry give more information such as V- for violence, S-for sexual depiction and nudity, and L-for language.

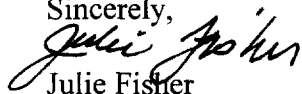
Make the icon on the screen larger and appear more often during the program, so that parents may readily see what their children may be in the process of watching.

Make the rating board be independent of the industry and allow parents to decide the parameters for the content of a program.

And make any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for addressing this very important issue and listening to comments from very concerned parents such as myself.

Sincerely,



Julie Fisher
452 S. Glen Dr.
Fruit Heights, UT 84037
(801) 544-3833

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March, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC97-34

As a member of the National PTA and the Manor Hill PTA in Lombard, Ill., I am writing to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on Jan. 17, 1997. The rating symbol on my TV screen does not provide sufficient content information so that I, as a parent, can decide what is appropriate for my family to watch.

I strongly agree with the results of major surveys released in the fall which showed that parents don't want the TV industry to interpret what is best for their children. I want to make those choices myself, based on content information about the program. Furthermore, the ratings should be published in advance of a program's airing in periodicals that carry TV schedules.

By law, the FCC is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do NOT believe this system does so. I ask the FCC NOT to approve the industry rating system. Instead, I request the following:

- * Under no circumstances should the FCC approve the industry's current rating system. The FCC should accept a rating system only if it includes information about the content and frequency of violence (V), sexual depiction and nudity (S) and adult language (L).
- * The FCC should require a V-chip band broad enough that would allow parents to receive more than one rating system.
- * The rating icon on the TV screen should be made larger, more prominently placed on the screen and appear more frequently during the course of a program.
- * The rating board should be independent of the industry and the FCC, and it should include parents.
- * Any rating system approved by the FCC should be evaluated by an independent research source to determine if it meets the needs of parents.

Though I can and often do turn off the TV in my home, it remains by far the most pervasive influence on America's children with the potential for enormous impact on society. Thank you for this opportunity to comment on an issue of utmost importance to all of our children and families.

Sincerely,

L. W. Menze
Lombard, Illinois

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Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M. Street N. W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

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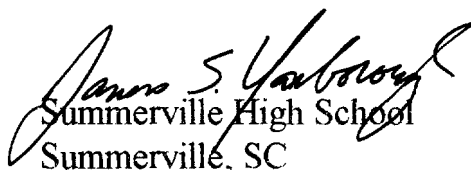
DOCKET FILE COPY ORIGINAL

I am writing to voice my opposition to the v-chip rating system as presented by the TV Rating Implementation Group. I don't believe that the rating symbol on the TV screen provides sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. I do not want the TV industry to interpret what is best for my children. I want to make those choices myself based on content information about the program. Any rating system without content descriptions on the screen and in periodicals that carry TV schedulings is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request that a content-based rating system be adopted which includes symbols about program content such a V (for violence), S (for sexual depiction and nudity), and L (for language). To assure that this rating system meets families' needs, I recommend that any proposed system be evaluated independent of the entertainment industry and the FCC.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,


Summerville High School
Summerville, SC

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Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M. Street N. W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

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Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Summerville High School
Summerville, SC

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Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M. Street N. W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

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Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Summerville High School
Summerville, SC

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Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:

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RE: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National PTA and the Farmington Elementary PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient information for parents to make a knowledgeable decision about the program they are about to watch.

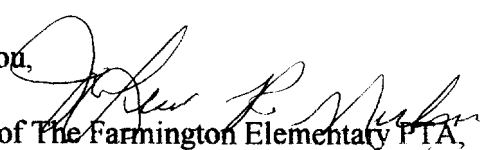
As parents we have the right to decide what is appropriate for our families to watch. The TV industry does not have the right to withhold information so that our decisions are not accurate. TV programs contents (S-sex, V-violence, N-nudity, and L-language) need to be made known by some kind of a system that would educate the individuals about what they are about to watch. As parents we are capable of making our own decisions and choices based on content information about the program. Any rating system *without content descriptions* on the screen and publicized in periodicals that carry TV scheduling is *useless*.

By law the FCC is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We don't believe this system does. We ask that the FCC *not* approve the industry rating system. Instead, we request the following:

- ▶ That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V, S, N, and L. How much? How graphic?
- ▶ That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- ▶ That the rating icons on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- ▶ That the rating board be independent of the industry and the FCC and that it includes parents; and
- ▶ That the rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of the parents.

Thank you for this opportunity to comment on an issue so important to children and families of our nation.

Thank You,


Member of The Farmington Elementary PTA,
Farmington, UT

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Warren Twp. PTA
Warren Central High School
9301 E. 18th Street
Indpls., In. 46229
March 19, 1997.

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W. Room 222
Washington, D.C. 20554

DOCKET FILE COPY

Dear Chairman Hundt and Commissioners:

RE: CS DOCKET NO. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Warren Township PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask the FCC not approve the industry rating system. Instead, we request the following:

-- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);

--That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system:

--That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

--That the rating board be independent of the industry and the FCC and that it include parents; and

--That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Marilyn Line

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March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

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MAR 5 1 1997

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Bluford Communications Magnet PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Paige S. Brewer

Greensboro, North Carolina

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March 24, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

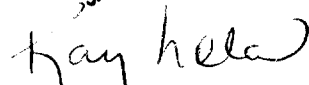
I am writing on behalf of the National PTA and as President of the Albertville PTA Council to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Kay Nolan
Albertville, Al.

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Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M. Street N. W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners

DOCKET FILE COPY ORIGINAL

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Lomond View, Weber District, Utah State PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The Rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead we request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such V (for violence), S (for sexual depiction and nudity) and L (for language);

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC, and that it include parents and;

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

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Sincerely,

Margie A. Marsden

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I agree
with everything
this letter says

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M. Street N. W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

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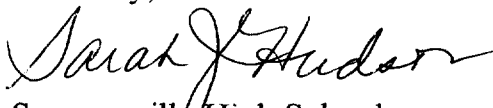
RE: CS Docket No. 97-55, FCC 97-34

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Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,


Summerville High School
Summerville, SC

Chairman Reed Hundt and FCC Commissioners
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1919 M. Street N. W., Room 222
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1919 M. Street N. W., Room 222
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Washington, DC 20554

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Sincerely,

Donna J. Cullen
Lomond View Elementary School PTA

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Sincerely,



Summerville High School
Summerville, SC

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March 28, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

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RE: CS Docket No. 97-55, FCC 97- 34

I am [we are] writing on behalf of the National PTA and the Locust Elementary PTA, 5th District, to voice my [our] opposition to the v-chip rating system as presented by Jack Valente, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/ Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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- * That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Chili Olsen, PTA PRESIDENT
Fontana, Ca.*

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GREAT FALLS PUBLIC SCHOOLS

1100 4th Street South
P.O. Box 2429
Great Falls, Montana 59403
(406) 791-2300

March 26, 1997

Chairman Reed Hundt and FCC Commissioners
%Federal Communications Commission
1919 M Street NW., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the Morningside School PTA, Great Falls, Montana, to voice our opposition to the age-based television rating system being proposed by the television industry. Like the National PTA, we oppose this system because it does not provide parents and families with information about the content of a program as part of the rating on the TV screen.

Parents have told us what they want in TV ratings:

- 62% of parents voted for a system that sheds light on program content
-U.S. News & World Report poll, September 9, 1996

- 80% of parents want separate ratings for sex, violence, and language content-not a single summary rating for programs

-*What Do Parents Want in Television Ratings?* National PTA, Institute of Mental Health Initiatives, Dr. Joanne Cantor of the University of Wisconsin-Madison, November 21, 1996.

- 73% of Americans support a TV rating system based on program content, versus 15% that support a system like the movie system which is based on age
-Media Studies Center/Roper Center, December 12, 1996

As a PTA, we do want the TV industry to interpret what is best for our children. We want to make that choice ourselves, as parents, based on content information about the program Content descriptions are necessary and important to the children and families we represent.

Thank you for the opportunity to share our views as a local PTA unit.

Sincerely,

Bill Salonen, Principal
Morningside School PTA
4119 7th Ave. N.
Great Falls, MT 59405

ph

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March 26, 1997

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1919 M Street N.W., Room 222
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